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1957**

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Alexander George

**43rd FAA CONVENTION REPORT ISSUE**



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# The Florida Architect

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No. 12

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### THE COVER

By no means the least important part of any FAA Convention is the exhibit of architects' work which, for the past several years, has formed part of the backdrop for overall Convention activities. Four years ago the exhibit held at St. Petersburg was the basis for a traveling show which was three years on the road and became international in scope. This year, 19 of the exhibit panels were chosen for a similar tour. Among them was the Ben Ridge Presbyterian Church, designed by Victor A. Lundy and given the FAA Design Honor Award this year.

**PUBLICATION COMMITTEE** — H. Samuel Kruse, Chairman, G. Clinton Gamble, T. Trip Russell, Editor — Roger W. Sherman.

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## Orick Comments on P/R

George T. Orick, Public Relations Coordinator of the AIA, spoke briefly from the floor during Friday's business meeting relative to the report of the FAA's Committee on Public Relations.

The problem of public relations is mostly a local one. There is no national image of an architect that can be created that cannot be destroyed or enhanced at the local level.

Working with our counsel and associates we could create, I suppose, by standard propaganda techniques if you will, a national image of an architect as a very desirable, lovable, indispensable man. But it is not worth a darn if you fail at the local level. Your chapters, state and regional public relations programs are all-important, particularly what is done at chapter levels. More important still is what you people are to the various publics you meet in the course of your work—in the course of business-getting and in the course of community activity.

There is a kind of peculiar paranoia among architects that has somewhat disturbed me during these past few months or a year. It takes the form of an insistence by architects that newspapers in their communities are ignoring them. They are not given proper space in newspaper columns because they do not advertise.

The motives for advertising are two, usually. You want people to know about yourself; or you want to gain a competitive advantage in the business sense. I think architects feel both motives to some extent. Let's talk about the second one for a minute.

In a competitive way, there is a creature called "Package Dealer" who is a threat to your business. You cannot out-advertise him.

A week or two ago I took copies of *Fortune Magazine*—the September and October issues of this year—and totaled up both issues. I found there

were 30 full pages of advertising of package dealers at the national level. At an average cost of \$5,000 a page, that means \$150,000 in one magazine—not to mention *Time*, *Newsweek* or the *Wall Street Journal*. That is all done by one group. You cannot compete with that kind of expenditure; you do not have it.

Another thing on that point is that you cannot buy good-will and professional status with advertising, especially the latter. You sacrifice your professional status when you advertise. It is a good thing to forget about advertising, really.

The newspapers do not ignore you if you do not advertise. They very often ignore you or do not carry your stuff because they see no newsworthy in it. Sometimes, when you think it is news, it actually is not.

I suggest, perhaps, conversations with the editors of your papers from time to time, asking them, after you tell them what you are doing: "What is news value, what shall we do?" At the chapter level a good suggestion is—if you can afford it—to obtain a professional operative on a freelance basis.

This talk of research that Mr. Peckley was talking about\* has very exciting possibilities. Frankly, at the national level, I blush to admit we do not know a darn thing, really, about the public's attitude toward architects and architecture other than what we surmise and determine through conversation with members of the public. We just have not had that kind of research. I rather suspect, if it is going to come, it is a very good thing. It has to be started through a chapter or through an association.

This has great possibilities to determine through some sort of impartial research what people think about you, how people feel about how you feel about yourselves. It takes many forms. I would certainly encourage that sort of activity.

(Continued on Page 4)

THE FLORIDA ARCHITECT





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DECEMBER, 1957



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## Orick on P/R...

(Continued from Page 2)

Performance is public relations. The two are synonymous and inseparable. The attitude that people have toward you, the reception they show you, the receptivity in communities and nationally is nothing more than a mosaic of individual impressions that you leave with your public and with the individual people with whom you deal.

I do not want to get into the

realm of performance. I am certainly not qualified to talk here on that subject. But every time your estimates are wrong by ten per cent, somebody forms an unfavorable impression of architects in general. Every time suggestion is not correct on a job, somebody gets an unfavorable impression which will hurt you later on.

To that extent, no amount of publicity, no amount of story-telling or advertising can offset poor performance.

## Kruse' Elected President

At the final business session, Saturday, November 9, 1957, of the 43rd Annual FAA Convention, H. SANDER KRUSE, Florida South Chapter, was elected as President of the FAA. He succeeds EUGEN S. WORTMAN, Palm Beach Chapter, and will assume active duties of his new office January 1.

Kruse served during 1957 as Secretary of the FAA, a post which will be held during 1958 by EUGENE T. H. BOWEN, II, Florida Central Chapter. MORRIS T. LYONMORGER, Broward County Chapter, was re-elected for a fourth term as FAA Treasurer.

Delegates elected ARTHUR LEE CAMPBELL, Florida North Chapter as Vice-president of the FAA North District to replace FRANKLIN S. BUNCH who resigned as of the end of this year due to his appointment, by Governor LARRY COLEMAN as a member of the State Board of Architecture. In replacing Bunch, Campbell will assume the role of the FAA's First Vice-president, since he will take over the office slated for that position next year. Second Vice-president is WILLIAM B. HARTMAN, Florida Central Chapter, whose term does not expire for another two years. Third Vice-president, elected to fill the expired term of JOHN STANTON, is VERNER JOHNSON, Florida South Chapter.

The new FAA president will bring a substantial background of organizational experience to his new office. A corporate member of the AIA since 1949, he has served the Florida South Chapter as a director, vice-president and president after activity on a number of chapter committees. For the



H. Sander Kruse, Florida South Chapter AIA, will assume duties of the FAA Presidency January 1, 1958.

past two years he has been Chairman of the FAA Publications Committee and is rounding out a term also as Secretary of the FAA and a member of the Executive Committee of the FAA Board of Directors.

Since 1951 Kruse has been a partner in the Miami firm of WATSON & DEUTSCHMAN, architects and engineers, and previously conducted his own architectural office in Chicago and Centralia, Illinois. Born in St. Louis, Mo., in 1911, Kruse was graduated with a B.S. Arch. from the University of Illinois and subsequently studied at the Illinois graduate school and the Bauhaus School of Design in Chicago. He is a member of Alpha Rho Chi, holds a commission in the U.S. Army Reserve with rank of Lt. Col. and is a life member of the Reserve Officers Assoc. Married, he is the father of three children.

THE FLORIDA ARCHITECT



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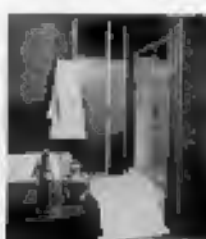
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A BEAUTIFUL SCENE from a kitchen through sliding glass doors by the kitchen sink.



CHERRY, PINE or oak of door or sliding glass door or more units and 10' Ador sliding glass door or other unit.



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## The Business of The Convention

To say, simply, that the 43rd Annual FAA Convention was a success would be a masterpiece of understatement. With a total registration of 543 it was the largest ever. Convention speakers were paid the compliment of packed houses; and attendance at seminars established a new FAA record. With the size of all convention functions scoring over estimates of both Committee and hotel officials, it was evident that every conventiongoer enjoyed every phase of the program; and it is quite as evident that this 1957 convention set a new high standard in terms of size, program, spirit and results.

### THURSDAY, NOVEMBER 7:

The meeting opened at 10:00 and after an invocation by REV. COCHRANE, of the Peace Memorial Church, Clearwater, FAA President EUGEN S. WORKMAN reported briefly on FAA activities and general progress during the past year. He paid tribute to accomplishments of various FAA committees, touched on the establishment of an FAA headquarters office in Miami's new Du Pont Plaza building early next year.

Secretary H. SAMUEL KAUSE' then presented his report which contained recommendations to the effect that standard operating procedures be established relative to offices of FAA and Chapter secretaries in order to facilitate communication and improve routines of association business.

The Chairman outlined a new election procedure which would schedule nominations for new officers on the first Convention day, establish a balloting routine off the Convention floor and permit announcement of new officers at the beginning of the final Convention session—the object being to minimize election procedure and save time during Convention business sessions. Delegates approved the plan for initial use during the 1958 Convention.

Vice-president JOHN STETSON amplified his previously-published re-

port on "Relations with the Construction Industry" by commenting, as chairman of the Joint Cooperative Committee, FAA-AGC-FES, on the meeting of that group held Wednesday, November 6. He indicated that this group was actively pursuing the points outlined in his report.

### FRIDAY, NOVEMBER 8:

The meeting opened at 10:30 AM with President WORKMAN presiding. SARGENT W. GORN, FAIA, offered a supplement to the previously-printed report of the Education Committee by reading a letter from ROBERT E. GALLISON, Asst. Prof. of architecture, U/F, suggesting that a thesis on "A Refresher Course in Industrial Design" be printed under subsidy of the FAA for subsequent sale by the author. The Committee recommended favorable action as possible by the FAA Board of Directors.

The report of the Legislative Committee, not previously published, was presented by Chairman JAMES K. POWNALL as follows:

One year ago, at the last Convention of the FAA, \$6,000 was established as a budget for the Legislative Committee's activities during the 1957 session of the State Legislature. This amount was principally to be used as fee and expenses for a representative of the Association at the session.

As you know, in previous years this function was performed by our legal counsel, Benmont Trench. However, his circumstances did not permit a continuance of the arrangement.

After a thorough survey of talent available for such a position, it was determined that the minimum fee for a proper representative at the session would be \$7,500, plus expenses, or an estimated total in excess of \$9,000.

Our Executive Secretary, although heavily burdened with ever-increasing work load of his office which included the inflexible demand of our publications—and in spite of no previous experience in this field—spent the necessary ten weeks in Tall-

*(Continued on Page 8)*



Flanked by Redcoats of the Florida Central Chapter, Mem. Lewis Hanner, Mayor of Clearwater, cuts the traditional ribbon to open the Products Exhibit of the 43rd FAA Convention. Left to right are: Robert H. Levinson, Convention chairman, Joseph L. Coggan, Mayor Hanner, Anthony L. Pollara, and Ernest T. M. Bowen, II.

## Convention Report . . .

(Continued from Page 7)

issue. During this time, a total of 3,996 bills were introduced in the House and Senate, many of which in one way or another would affect the practice of our profession or the construction industry in general.

To emphasize the importance and seriousness of the precarious position of the public in general and our profession in particular, I want to read one short bill that was introduced on April 25, 1957. This bill is entitled Senate Bill 549. It was introduced in the house late, April 25, 1957, and referred immediately to the committee on General Legislation and approved out of committee next morning by nine o'clock. It was one of those things.

It is entitled "An Act Related to School Plans, Amending Chapter 235, Florida Statutes, providing for standard building plans for various types of school building architecture". The meat of it is:

"Building plans: 1.—The State Board of Education will make available architectural plans for all types of county school buildings. There shall be two sets of standard plans for elementary, junior high and senior high and consolidated schools. All plans and specifications shall be furnished to any school board upon its request. These plans shall be furnished at no expense to the county.

"The State Board of Education shall furnish three architectural inspectors for any building constructed according to plans and specifications furnished by the Board at no expense to the county.

"These plans will be drawn taking into consideration the various climatic conditions of the county."

That is exactly the sort of thing the Legislative Committee has, in the past, been fighting—busting these things out. This bill, among others, was prevented from becoming law principally through the splendid efforts of our Executive Secretary Sherman, in cooperation with those members of the Legislative Committee called on to assist.

Our total cost during the session was less than \$4,000, of which amount \$3,317.04 was our representative expense and \$620, approximately, for legal counsel, Bennett

Tench. We, therefore, feel this method of operation resulted in a saving of \$5,000 over the use of a lobbyist-type of representative hired for the occasion.

More important, however, is that we are better than ever in a position to develop the seriously-needed program which can increase our stature in fields other than our profession, but related to activities thereof.

It is a fact that of all the bills submitted to the legislature this year affecting plans and construction, only one sponsor—either committee, commission or legislature—solicited from us for the architectural profession any comments, advice or assistance. That particular bill happened to be presented by the elevator safety people; and it was a very well put together bill to begin with. It is, therefore, an obvious fact that these people are either unaware of or lack regard for our selective capabilities.

With the experience and knowledge of personalities and functions of our State Government, the Executive Secretary is now equipped to spearhead a campaign for the next year and a half to begin to correct this situation. We therefore recommend that a comprehensive program be commenced immediately. This program should encompass, in general, every member of the FAA and should delegate specific responsibility to him. Only if each will perform these duties will real gains be made.

This program should be directed at various commissions, such as the Florida Development Commission, at boards and departments, such as the Board of Control, the Road Department, etc. and appointive committees of the House and Senate, as the Committees on Labor and Industry, Public Health and Industrial Development. It should be directed at our influential and our non-influential legislators. Its purpose should be to make them aware that we are not interested in legislating ourselves into business; that we are determined to preserve or elevate our standards; and that we can aid and assist them in all matters related to our profession—and mostly that we are available.

This report was unanimously accepted, as were recommendations relative to the report of the Committee on Public Relations, presented by

Chairman Roy M. Pooler, Jr., who introduced to delegates Mr. Grooms T. Orick, P/R Coordinator of the AIA Headquarters office in Washington. (Mr. Orick's comments are carried elsewhere in this issue.)

JOSEPH M. SHIPALO, Chairman of the Building Code Committee, commented on the importance of a unified State code and the work done by Leon B. Polevitzky, FAIA, in developing the South Florida Building Code, as an extension of his previously-published report.

As Chairman of the By-Laws Committee, JEFFERSON N. POWELL presented for action the proposed changes as published in the October issue of *The Florida Architect*, pages 4 and 5. Changes proposed for Article V, Section 1, subsection D; and for Article VI, Section 4, subsection C, were not accepted by delegates. All other revisions were passed as proposed.

For the Publications Committee Chairman H. SAMUEL KRUSE presented a general report with the following postscript:

"At the Board Meeting, November 6, prior to the Convention, the duties of the Committee have been transferred to the Executive Committee of the FAA Board of Directors; and it is believed that the studies of the Publications Committee, as reported at this Convention and that of 1956, will bear fruit by the January meeting of the FAA Board of Directors."

As a supplement to the previously-published report of the Committee on Planning and Zoning, Chairman WILLIAM T. ARNETT offered the following recommendation which was made part of the report and unanimously passed:

"The Committee recommends that the work of the Planning and Zoning Committee be integrated with the vertical committee organization and the duties of the Planning and Zoning Committee be combined with that of the Community Development Committee."

## SATURDAY, NOVEMBER 9:

The meeting opened at 10:00 AM with President WORTHMAN presiding. First business was the report of the Resolutions Committee presented by Chairman CLINTON GAMBLE. Resolutions previously published (*The*

Florida Architect October 1954  
page 5 and 17) relating to Disposition of the Florida Architectural Foundation for Regional States were recommended by the Committee and approved by the Convention. That relating to Executive Secretary's office was approved by the Convention.

The following resolutions were recommended by the Committee and approved by the Convention. That relating to Executive Secretary's office was approved by the Convention.

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# 1 — Candidates:

WHEREAS God in his infinite wisdom has taken from this earth ROBERT MORRIS CROWE, member of the AIA and,

WHEREAS the profession has suffered the loss of an excellent designer and ethical practitioner;

RESOLVED, That the Florida Association of Architects, in regular meeting assembled, this 9th day of November, 1957 does hereby

in mourning its passing and,

## Be FURTHER RESOLVED:

That the surviving members of the family of ROBERT MORRIS CROWE, do hereby

The resolution was originally proposed by the Florida Central Chapter and by Convention action was accepted with a change in phrase and date by Convention delegates. Also passed was a motion to list other deceased architects in the following list: FRANKLIN H. HARRISON, WALTER M. BAKER, CHARLES C. ...

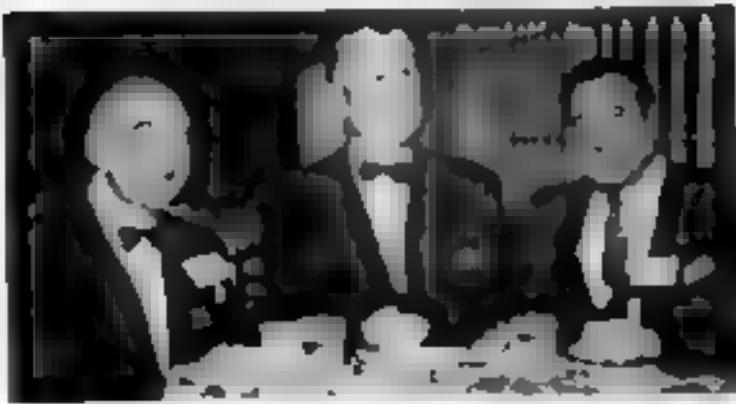
# 2 Recognition of Morris John Kluthe

WHEREAS the history, continuity, development of historic architecture, depending upon the vision, understanding and creative ability of the architect in each generation, and since in past generations there have been certain

persons who have preserved this thread of continuity in the face of adversity and lack of understanding

... entered in our generation without the works of these men, it is only fitting and proper that they should

# Fun and Relaxation for Convention VIPs



Caught in a bit of mood during the Florida Architect Party, Thursday night, one of our guests, Mr. ...

... in addition to Sullivan and Wright

... he ideals of a new architecture

... right before us in the modern, but

... ne a few are notable for their

However, there are cities west of our nation which have felt the influence of the Chicago School through the work of local architects. The State of Florida, and the City of Jacksonville in particular, have felt the influence of such an

... feel that he should now be fully recognized for his position in the architectural history of the past half cen

WHEREFORE BE IT RESOLVED, that MORRIS JOHN KLUTHE, practicing architect in the City of Jacksonville, Florida, for the past 36 years and a member of the Jacksonville Chapter of the AIA, be duly recognized and honored by the 42nd Annual Con

... the development of contemporary architecture by various creative designs in the City of Jacksonville

... devastating fire of 1901 Mr. Kluthe designed in the spirit of the City of

... Especially of 1901

... To his credit stand a group of office buildings, stores, apartments, residences which still have a beauty and character of their own, despite the fact that they were designed during the period of architectural history in which Amer

... man is especially noteworthy

... was undoubtedly the most solid

... since 43 years ago, in

... Kluthe proposed that the

... if Jacksonville be

... use and be made

... into a place of beauty today this dream is becoming reality through

... John Kluthe and his contemporaries

... John Kluthe and his contemporaries

... John Kluthe and his contemporaries

... John Kluthe and his contemporaries

# Legislative Committee

... the following resolutions were recommended by the Committee and approved by the Convention. That relating to Executive Secretary's office was approved by the Convention.

## Convention Report...

(Continued from Page 8)

vertical committee defined in the By-Laws of the FAA, it may become true in the future:

WHEREAS, BE IT RESOLVED, that the Association and Convention assembled hereby states the membership of the Legislative Committee should not be limited now or in the future, but be entirely determined by the president of the FAA each year.

Submitted by the Legislative Committee, this resolution was approved for adoption by the Convention. Through discussion, revealed the fact that the By-Laws did not limit the size of the Legislative Committee, the resolution was adopted by the Convention to serve as a policy directive to the FAA president relative to future appointments.

### 4 - Executive Director, FAA:

BE IT RESOLVED, that the president of the Florida Association of Architects is hereby authorized to enter into a two-year contract with ROGER W. SARGENT for services as Executive Director of the FAA upon terms agreeable to the president and the Executive Committee of the FAA.

This was offered by the Resolution Committee and its adoption moved by LEON B. POLYMERIS. FALA FREDERICK S. BOWEN offered an amendment that approval of the service agreement involved be given by the FAA Board of Directors rather than the Executive Committee of the Board. The motion as amended was unanimously passed.

### 5 - Convention Thanks:

WHEREAS, the Florida Central Chapter has been a most gracious host for the 43rd Annual Convention of the FAA, and

WHEREAS, the Florida Central Chapter made special recognition of the Student Chapter so as to encourage a large number of the students to attend and as always the student members are a most welcome part of our meetings; and

WHEREAS, the Convention Committee exposed themselves to every complaint as well as commendation by appearing in their bright red coats most particularly exemplified by the

dashing and debonair figure of Miss LAWSON, Convention Chairman, and, most particularly as well as by the Ladies Auxiliary of the host chapter, Miss A. WYNN HOWARD, Chairman.

NOW, THEREFORE, BE IT RESOLVED, that we extend to the records of the FAA our sincere thanks and appreciation to this Florida Central Chapter for its efforts in making this Convention a complete success.

Passage of this resolution was acclaimed by a rising vote.

Next, the Convention Committee, a completely new procedure is recommended for handling the administrative affairs of The Florida Architect and the FAA. Under the new setup it has become necessary to drastically revise the budget for 1958.

The Budget Committee is acting in accordance with the general directions presented to it by the Executive Committee and with the approval of the Board of Directors in visualizing the fact that the FAA is now on the threshold of becoming a powerful professional organ in the State, dedicated to the advancement of all things concerned with the betterment of the construction industry.

In order to take the necessary action at the Legislative session, to ease on multiplying duties of chapter affairs and administration and to continue to advance in the format and circulation of The Florida Architect, funds must be forthcoming.

In six years we have grown to a large and influential state-wide organization with a cohesive structure and a clear-cut purpose. The FAA is now on the threshold of becoming a powerful professional organ in the State, dedicated to the advancement of all things concerned with the betterment of the construction industry.

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coverage of state-wide affairs connected with our problems in the construction field.

In view of the above, the Budget Committee recommends the adoption of the following for fiscal 1958:

That the office of Executive Director be created, which office shall have charge of chapter affairs, including liaison, public relations, collections and conventions. The Executive Director would be responsible for the publication, and professional and financial success, of The Florida Architect and in addition would assume the responsibility of acting as the legislative representative for the FAA.

Certain of these duties would be delegated by him to others of his choice. However, the conduct of the overall program would be his responsibility. For assistants, we recommend the appointment of an Administrative Secretary and a stenographic secretary.

The Chairman then detailed elements in the budget which totaled \$23,645. As part of the income necessary to meet this total, the following new dues structure was recommended—and then unanimously passed by the Convention delegates:

Corporate members: \$30 per year; Associate members: \$15 per year; U-F Family corporate members: \$18 per year; and Student members: \$1 per year.

On a motion by FREDERICK S. BOWEN the subject of this new dues structure was first put to a vote and after its acceptance by the Convention, the Budget as presented by Chairman BOWEN was unanimously adopted.

Site and Host Chapter for the 44th Annual Convention of the FAA was the subject of the next report by Chairman FREDERICK S. BOWEN of the FAA Convention Committee.

The committee had a complete report of all available facilities for next year's convention. It was all reviewed. The site was selected. This was the criterion adopted and agreed upon by the Committee.

In selecting the site of the 44th FAA Convention, it was determined (Continued on Page 17)



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CLINTON

In delivering the Convention's Keynote Address and also during his Seminar discussion of design, Mr. Fuller spoke extemporaneously and without notes. What he said was recorded, and his Seminar speech, reproduced here, has been edited only to the limited extent necessary for printed presentation. Every effort has been made to retain the author's exact meanings and characteristic phraseology.

... in the same static landlocked frame who design structures to meet the conditions of the sea have an experience of very large unusual events. They have to prepare for a seaquake every day and for avalanches every day. When the sea goes over and crushes down on your deck, the actual torques involved are equivalent to those of great earthquakes. So, when you design these vessels for the sea, you have to design for conditions you did not have to design for on land.

Another caution about building on land—a building does not want to sink into the earth. Being more its nature in relation to the earth's great rigidity, we are not too concerned at building bigger and bigger buildings. Men have learned to get behind the soft earth and build on rock and usually have not had to think of buildings in terms of their sinking into the land. Sometimes there were such challenges. In building great civilizations on plains, for example, these did have to float like a ship. But, beyond large man-made buildings on the land was not a possibility of sinking. Therefore there was no such fundamental limitation on building a ship for the sea.

In building a vessel for the sea we have to take care of its floatability

because it has a flood every day—in fact, it floats on the flood it experiences flood. So, we have a very limited weight or resistance to resist all handling the enormous stresses of the seaquake, the avalanche and the hurricane which we can expect even in our lifetimes. We do not build ships just for the fun of it. The ship was invented so it could carry important cargoes from here to there. A lot of the floatability had to be a restable in cargo capacity else you couldn't afford to build such a ship as such high priority—using the best technologies and knowledge to make it float. It had to be able to save the men themselves.

So we are in a high resistance zone required for ships rational against price of invention resources, which as we said that ratio is not operative at all, not in these much probability of unkind conditions. Therefore when we build structures on land, we are in much of a contradiction. We talk about water of several hundred feet of timber, legs of quills, but we don't talk about weight in conditions, for weight has not been the basic criterion for a building. Therefore we don't say, "That's a beautiful little hundred-tonner you have over on 'Lush Street'." We don't use that kind of language—which

we do use in relation to the sea.

Now we are now going into the sea with a new kind of environment created—an airship. This, too, is a vessel, a structure, to be occupied by man and give him some governance and predictable ability with respect to the environment which will also play inside it. And this airship cannot float originally such things were lighter than air and did float but they could not cope with hurricanes. So suddenly man was lifting himself on his principles and ability on his knowledge and mastery of pure principles and his experimental development. To lift himself—with no floatability—every bit of energy he can transfer is of equal importance. He cannot be disturbed with any movement in the sky. He is going to stay on his own equilibrium.

Furthermore, in the mechanics of waves static conditions are much greater than in the liquid static fluid the surface and frequency of the enormous waves involved are very great and an impulse about as very small energy movements of water. Technical refinements run miles high. The waves are so great that when an airplane hits a pocket of a "bump" you say "It's very bumpy today."

The fact is that the streets in

(Continued on Page 4)

valued are equivalent to taking the Queen Mary over Niagara Falls and floating her down the river in one piece.

So we are dealing in new kinds of technical challenges today in a very extraordinary way. We have given to air-lifting power a fabulous priority, of availability of the very important chemistries and scientific knowledge accumulated by all men in all time. And since we have also needed to produce it in great quantities, we have gradually developed a fabulous capacity to operate at this high level of technology.

I point out to you that in our building sets we are still operating in an era of tolerated ignorance, wherein we had to deal competently with what was left over. But we don't have to deal that way now, because the capacity to deal in this high ability has become available. The aircraft industry, for instance, is running out of its subcategory of mail-carrying and defense and suddenly has released enormous capacity of the new technology which is going to be available to our general task of how to do these with less.

What we are faced with is how to make the resources available adequate to the whole human family. By drawing on aircraft technology we might be able to do so much with so little.



I suggest to you a number of important challenges. One is that we are running out of water. We are increasing water tasks; and just in the last decade we have doubled per capita amount of water used in the high-living-standard household — from 100 gallons to 200 gallons. This is a fabulous amount considering the

are using the other 199 gallons as a conveyor system to carry off a few specks of dirt and polluted water.

Now we are going to get on with less water resources is going to be very important. No architects I know,

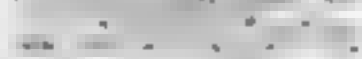


category of human beings with a high altruistic sense in respect to responsibilities and your relationships to your human fellows. Architects — unusual in that they dare to be in cognition and to stick their necks out. But the fact that you, so well-educated, extremely competent and very well disposed human beings, have so little knowledge about water and sanitation problems as you have, is notice to you that we're all going to have to go to school together again.

Clear to all of us in the educational game is the fact that the educational system itself is completely inadequate. It's not only going to be completely revised, but we need an entirely new way of communicating our most important information to our fellow —

Recently two young Chinese boys at Paoancton received the Nobel prize in physics for their work in exposing the fallacy of a fundamental principle of physics itself. This was the principle of the law of the conservation of parity — a principle which has said that right and left images were identical. These young men

that right and left have existence of their own into that they exist contemporarily. As a result, physicists have actually been calculating their



the fact they had been so wrong that they themselves said they would have to start all over again.

Now when Nobel physicists themselves discover that the whole educational process involved a point in which they were wrong, what is going on at the elementary school level? We are trying to meet the demand for scientists. When some

would inventing a little more in him, we put that young man or woman to the supreme test. At this point we have to invest some of the time of our senior scientists — the greatest asset we have — in that young person. And the supreme test they give these young people is: "Can they unlearn everything they have learned so far because everything they have learned up to now is wrong — with out being misled?" This is pretty serious, because this is the behind-the-



education system will come. For instance, it's possible today to put several tall masts in every community fitted with a cluster of small reflectors — possible because of the upper high frequencies with which we're dealing — which can be beamed at specific families or households. As in relaying TV from town to town, you can beam specifically. With a very small amount of energy at very high frequency — the kind assigned to bands of little local radio-telivision sets — you





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## Convention Report...

*Continued from Page 809*

hat the facilities available for the 44th Annual Convention of the F.A.A. were in Miami and St. Petersburg areas. It was also determined that additional, adequate facilities in areas other than the above-mentioned are at present in various stages of planning and construction throughout the State of Florida.

"However, these remain the responsibility of our Committee in the planning of the availability of these additional afore-mentioned sites as they are completed.

"In light of the fact that the 43rd Annual Convention of the F.A.A. is in Clearwater and that your Regional Conference in April, 1958, will be held in Sarasota, the St. Petersburg area has been checked out, leaving the Miami area to be considered. It is hereby recommended that the Miami area be chosen for the 44th, or 45th Annual Convention, of the F.A.A., with a specific site to be determined in terms suggested by our Convention Committee in the best interests of the F.A.A.

The only other question now is this: The Broward County chapter has generously volunteered to serve as Host Chapter for the coming 44th Annual F.A.A. Convention in 1958.

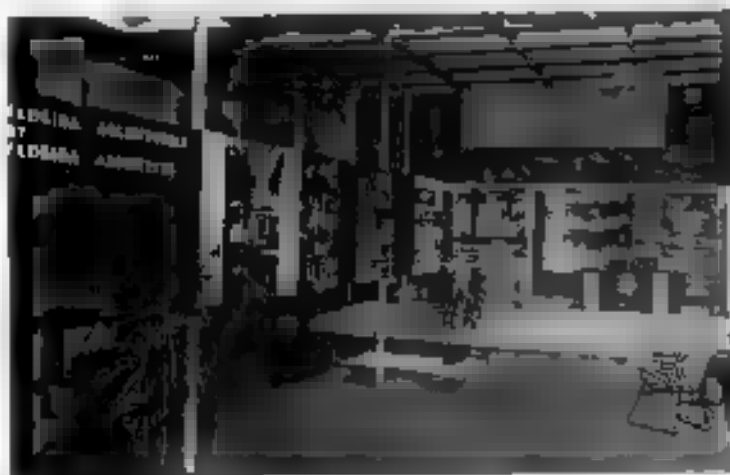
A motion to adopt the report was seconded by Clayton Gamble as a representative of the Broward County Chapter and was passed unanimously.

Delegates heard a brief word of greeting and appreciation from Thomas Kieratz, president of the Student Chapter who noted that last year about 20 students attended the Convention. This year attendance nears 40.

Noted also was a motion that the Convention send greetings to Max and C. Gifford F.A.A., Jacksonville, and William B. Connor both of whom were absent from Convention sessions due to illness.

The Convention's final report was given by Thomas C. Barnes as F.A.A. Chairman of the Historical Committee, who indicated plans were now formulating for establishing a complete record of Chapter and F.A.A. affairs at Gainesville. At the present, headquarters depository will be the library of the College of Architecture and Fine Arts at the U.F.

## Architects' Convention Exhibit Slated for Extensive Tour



Above the poolside Ocean Room of Chamberlain's Ft. Lauderdale Hotel was turned into an exhibit gallery under the direction of William B. Hayward and Mark Hampton, co-chairmen of the Architectural Exhibit at the 43rd Annual F.A.A. Convention. Award winners were picked by a jury, right, including Wiley A. Hallman, Jr., of the U.F.; R. Buckminster Fuller, Convention Keynoteur; and John Knox Shedd, Editor of *Architectural Record*.



From the stores of museums to the architects' exhibit at the 43rd Convention in November, three men just picked 14 jurists to form the traveling exhibit of Florida Architecture by Florida Architects which will be scheduled for touring throughout the southeastern area by the

College of Architecture and Fine Arts under direction of emerit I. R. Crawford. The exhibit will include

award winners picked by the jury.

Three awards went to Vernon A. Gray for his design of the Bee Ridge Presbyterian Church in Sarasota, illustrations of which are shown here in the work.

Small awards went to the following exhibitors: VRL and B. Hayward for the Langford Hotel; Walter Park Co. for the Lake Wales

*(Continued on Page 8)*



Photograph by Alexander George

## Florida Architecture By Florida Architects

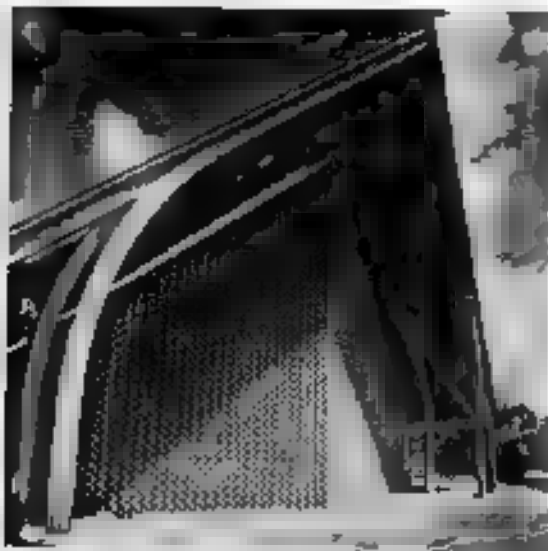
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Father and Church and a residence in  
and makes. RICHARD BRADY the  
BROWNE for a residence, his son Be-  
njamin RICHARD NIXON and RICHARD  
BRADY and RICHARD in association for  
a residence in Miami Beach. ALBERT  
BROWNING PARKER for a residence in  
COUNTRY CLUB and RICHARD C. WIL-  
SON for the Hillsborough County  
Teachers' Guild home in Tampa.

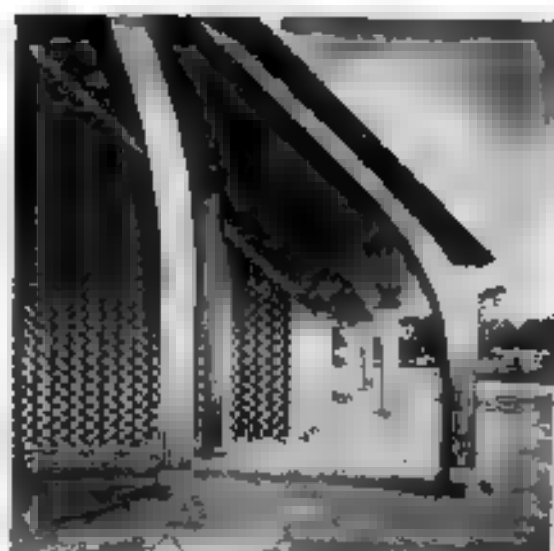
Judges were R. BRADY for Fur-  
ther FINE KENNEDY, editor of  
International Record, and WALTER J.  
ORLAND, of the University of  
Florida.

At the Student exhibit in honor-  
ing of a record shop by MARSHALL  
SAYON at St. Petersburg. Award  
awards went to the following C-  
works but a particular award  
Jesse S. PRATHER for a residential  
office. ROBERT JOHN DEAN for a series  
of water color studies. DAVID A. MOR-  
GAN for the design of a plan for  
meditation and DON PICA for a man-  
agement for the AFSA. F. RICHARD P.  
WATSON of Miami, head of the stu-  
dents award.

## This Church Won the FAA Honor Award



R



THE FLORIDA ARCHITECT





The just-completed Bee Ridge Presbyterian Church, in Sarasota, was the recipient of the jury and the F.A.A.'s 43rd Annual Convention Architectural Exhibit Honor Award for its designs. Victor A. Lundy, AIA, of Sarasota, Lundy has recently been appointed a visiting critic in advanced design at the Harvard University Graduate School of Design in Cambridge.

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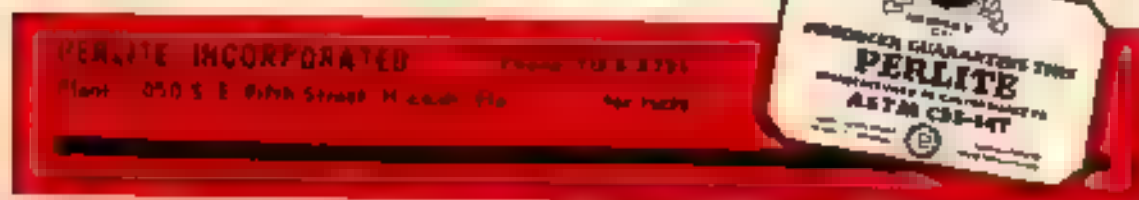
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# A Basis for Better Planning

Though delivered before the Jacksonville Committee of 1949, this address by ROBERT C. BROADBENT has meaning to every Florida city.



Thirty years ago Frank Lloyd Wright predicted that the machine

create the first mobile civilization in the history of the world. He further

wrote the usefulness of the city and create a sprawling, scattered suburban society which, if uncontrolled, would eventually destroy the mobility which

America would be warlike, lawless, and the lives of her people would be lived in a constant state of frustration and discontent. "Thus the creative genius of a technological society unleashed without planning

supply the people with shackles in the place of hoped-for freedom.

of this predicted "barbarism" and in presented to the architectural and planning world his designs for a model community called Broadacre

city. It was conceived at the height of the depression when ideals were not foremost in the minds of the American public. Broadacre City was an answer to the new society on wheels. It created a new landscape and city scape through intelligent land use in order to preserve basic human values. In an age when such values were lost

In Broadacre City, each family an absolute minimum of one acre of land. Business and commercial build-

best suited for their functions in the community. In every instance, residential areas were located to take ad-

ing and relaxation. Civic seats of learning were situated near the center of the population so as to be within the reach of all residential areas. Green belts of forests and permanent farms separated the

residential sections from those of business and commerce. Buildings, housing government were integrated architecturally into the parks and green areas to eliminate the feeling of monumental authority held over from the age of monarchs and to emphasize the fact that in America, the individual is the government.

and it was more than a few minutes drive from his place of business, yet had no parking problems, and could enjoy all of the advantages of both city and country. For through proper planning, city and country had been sensitively combined. Power and utilities ran in special conduits beneath street right-of-ways thereby eliminating unsightly power poles and other utility eyesores. Traffic moved and the majority of main streets never crossed on the same level. Broadacre City was not a city of small houses and business centers. In special contained areas, scattered again by forests and parks were the varied industries which formed the core of the community's economy. These areas to an end were not allowed to destroy human values through

were skyscrapers—not crowded together so that each one destroyed the view from the other, but rather they were set in parks, individually,

themselves. Instead of meaningless monoliths, the tall building became a room of a technically rich people. From the offices high in the air views of the surrounding countryside were to be had; in the place of roof

tanks. Broadacre City was a dream of the man richly endowed with the ability to perceive and fully comprehend the undercurrents of America's future growth. It would, of course, involve a complete redistribution of land and

of free enterprise. But the value of

Wright's intent—was to awaken the people to the fact that intelligent, creative planning would be needed to solve their problems of growth.

In his scheme for the ideal decentralized city, he envisioned many such communities, varying in size, ac-

commodated with farming and industry marketing would not necessarily be anything like a city concerned with the construction of clean rockets, for instance, though the main idea of a good humanistic life for its citizens would be the same. These cities would be served by a series of interconnecting super highways designed for the pleasure of driving as well as practical efficiency. All cities would be miles apart with farm-to-market forest reserves and national parks between. Certain specific land areas would be set aside for future growth in the form of planned satellite cities.

Today, the prophecy of suburban has already taken place and is rapidly

is uncontrolled as a trip through and around any city will prove. Our cities today are cancerous things, growing for the most part, according to the whims and fancies of speculators and developers without regard to planning. The automobile has killed the curbs of the old city indiscriminately over the countryside with little, if any regard for human values and the dignity. The land speculator has taken advantage of a ripe plum of an opportunity to make a quick buck at the expense of the unsuspect

## Begin for Planning . . .

(Continued from Page 16)

ing public. As soon as a new highway is completed, the rush to acquire for business, for pleasure, and

zoning based on comprehensive studies of the best possible use of the land, this avalanche of unrelated development becomes a terrifying monster to those concerns and residents in the area. Stores, churches, liquor stores, schools, gas stations, motels, office buildings, and residences become incompatible adjoining neighbors overnight. Though it may take years to become apparent, mixed use breeds blight. And blight is the first symptom of inner decay.

When the community is finally aroused from its lethargic apathy, the usual legislation that is passed is so watered down by extremely interested parties, that it becomes mere regulation without imagination. Simply an expedient, stop-gap measure with no eye to the real causes of the trouble. Meanwhile, the stumbling, blind, and extremely wasteful use of land resources, and people goes on slightly abated but practically undiminished.

The community settles back, assured that a hastily-passed zoning ordinance protects them.

Where do we stand in Jacksonville concerning this Frankenstein of sudden growth? Are we happy with it because it seems more money in the community and more prestige because of size? Are we truly concerned over the pattern our city is following—or need we be concerned?—and feel that it will work its own solution out? Are we better off than other cities of comparable size, or is it the other way around without our knowing it? More size and increase in size does not necessarily constitute a good community. Unhealthy growth, like it ever so dynamic, can be a signal of eventual deterioration of basic values. When we think of Jacksonville, we must think of it in terms of the entire metropolitan area, for what is happening on the outskirts in due time, affect the core of the city.

Jacksonville is one of many Southern cities whose growth was retarded for years, unless we count the flurry of activity following the fire of 1901. With industry moving South, with the enormous increase in population

city planning is an absolute must. A city is a growing organism and its growth must be guided if the people are to live in a decent environment. No one in control of his faculties would entertain the idea of starting the foundations for a multi-story skyscraper without the professional counsel of an architect, an engineer, or the first steps of plans. This city of present has no adequate means of charting its path in this respect. The existing city planning advisory board has no legal status, there is no planning director. Recent events con-



Citizens must become aware of the fact that good planning costs less in tax dollars than bad planning or no planning at all—and adds immeasurably to living a good life. We must be willing to enter ourselves

prehensive planning and zoning more than any city in the Southeastern United States and this is, in substance, a measure of the city's great potentialities as a commercial, industrial, residential, and cultural center. Smaller cities in Georgia and Florida are taking growth in stride while we let time grow short. We boast of our wonderful locations for industry and have nothing that even

proper zoning for this industry. Progressive zoning is absolutely impossible without prior planning and land use studies on a continuing basis. As it stands financial forces and social and political taboos locate our residences and industries and burden our traffic arteries much to the chagrin of those who comprehend what has happened and what may happen.

A few figures will reveal what the future holds whether we plan for it or not. Since 1946, the United States has added 24 million human beings and 26 million automobile registrations. In twenty more years, conservative figures of the American Automobile Association show that 56 million more people will be added and 56 million more passenger cars will be in use. At the present time,

each person in the United States commands twelve acres of land. Seven of these acres must food for him, while the other five are for all other purposes, including asphalt highways and parking lots. Since food cannot be grown in asphalt, the increase in paving demanded by double the number of cars will have to come out of the precious other five.

Once upon a time, planners figured population density by so many persons per square mile. In our mobile society the crucial figure is now the density of automobiles, for not only does the auto devour land because of its speed and consequent need for better engineered highways, but it detests the function of the highways by overloading them with automobiles. The growing suburbanization creates the need for more asphalt in a never ending vicious circle. Urbanization has spread into the countryside and is gaining momentum.

In place of Frank Lloyd Wright's planned Utopia with its ingenious organization, we have only endless sectionalizing, congestion, and tragic waste. If we consider the above figures based on a national estimate, think how far more serious the problems of growth will become in Florida, one of the fastest-growing states in the nation. Jacksonville and Duval County will gain their share of this increase. Roughly projected on the national figures, the metropolitan population here by 1975 could be close to 800,000 persons or practically double the present figure. Every function of city and county government will become overburdened with the increase unless judicious planning is initiated. With this growth where shall primary and secondary roads be built? How many and what types of public buildings will be needed and where should they be located to best serve the people? Should sites be acquired as soon as possible, and if so, how shall this be decided? Will it be the result of sensible serious study, or will it be the result of snap judgment?

More residential development, more shopping centers, schools, parks, playgrounds, firehouses, adequate library facilities, and extended utilities will be needed—the list is practically endless as the population grows. How do we plan and coordinate all of this?

(Continued on Page 23)



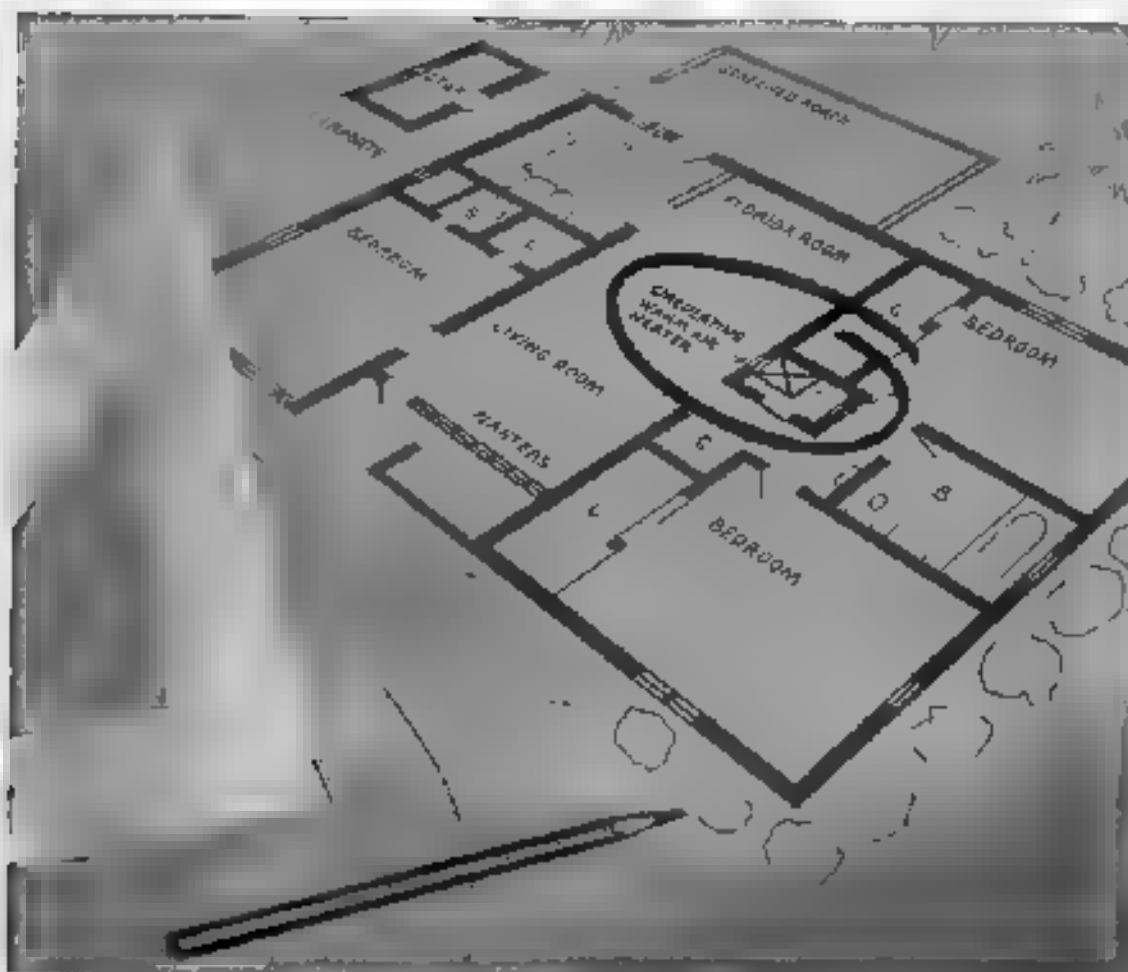


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## Case for Planning . . .

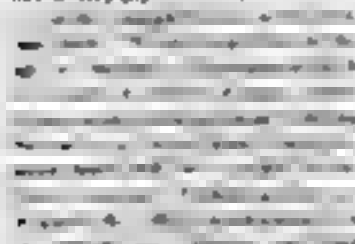
(Continued from Page 88)

Every time a building is built one more piece of land is no longer available. As land becomes more valuable, judicious planning becomes a necessity if waste of the tax dollar is to be eliminated. The spread of suburbs will continue to aggravate the city within the county situation—people living outside of the corporate bounds of the city but working within it and partaking of its facilities without returning the tax dollars needed for its proper administration and services. Here in Metropolitan Jacksonville the problem is definitely a combined city-county one where nothing truly progressive can be accomplished by individual competition. Only sincere cooperation and coordination can produce the results which will make this community a better place in which to live.

The need for a metropolitan planning and zoning commission is evident—but what is it and how can it be brought about? The first step in efficient planning body is of necessity, legislation. Before any reg-



ulation should initiate legislation which is not a stop-gap measure, but which



we do one of those which has fallen prey to it through lack of comprehen-

To create a planning body, legislation will have to be enacted at the state level in Tallahassee. The passage of an enabling act would provide the initial machinery with which to organize the planning and zoning

group and the important step is how it is organized and how well it will be able to function under the particular governmental setup. It should be added here that this spring in Tallahassee the urgency of planning needs in Florida was made evident when the Florida Development Commission initiated a bill with the Florida Planning and Zoning Association to enable any Florida city, county or groups of cities and counties together to plan, organized planning and zoning commissions for the preservation of their general welfare. The bill died in committee, but had it been a local bill for this area alone, it probably would have passed. A local bill would seem to be the only answer at present.

Many cities have had locally constituted planning commissions since the end of World War One. In general, a planning and zoning board would be constituted of from eight to twelve members appointed by the governing officials but with private citizens in the majority. The membership would be appointed on a staggered basis with several members who have worked together always currently on the commission to accomplish continuity. There should be a paid city planning director to guide the actions of this organization. A city planning director is not merely another engineer. His profession is one that has only recently

of engineering, architecture, sociology, law, and the humanities, but two to three years of graduate work in urban community planning, urban transportation facilities, land use planning, social and psychological aspects of city patterns, and housing and urban redevelopment; he overviews only a few major fields which must be mastered. He is a competent, skilled technician, but he is also a human being for he is dealing directly with human lives by setting the basic pattern of their environment.

The planning director with the help of a staff—which could well be the existing engineering section of the city-county government—makes conclusive studies of the area and determines how land has been used where certain income groups live, which sections of the area are bright and cannot as a result carry their tax load, and various other studies too

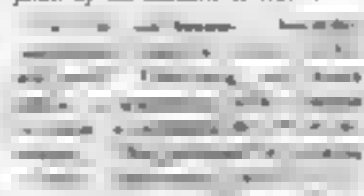
to mention here. As a result of these studies, a concise picture of where the city has been and where it is can be realized. Graphs, maps, and reports show the condition of the city at the present time from every angle. Sometimes this is most revealing. From this data, a new approach to land use, economic base, and population density can be



convey, one of the functions of the planning director is to keep the map a living graph of where, how, and when the city should develop. It is, in a sense, a continuous publishing of the living organism called a city. Tragical happenings can be nipped in the bud before they happen since a nerve center of information is continually available.

Once the basic comprehensive plan is adopted, even though it may and should have minor alterations from time to time when and then only is it possible to pass the best possible zoning laws for the community. Zoning should be a tool which serves the best interests of the community—and as a force to back up the comprehensive plan it does just that.

I have not appeared before this group as one of authority with all of the answers. I have no idea as to what the answers must be. I only know that steps must be taken to protect the future of Jacksonville and Duval County before it is too late. We are in a most unique position to profit by the mistakes of older cities.



group that has any civic pride and any belief in the future. I hope that the organization mentioned in this talk will be fostered by the Jacksonville Area Chamber of Commerce as a deposit in the bank of the nation and future of our city.

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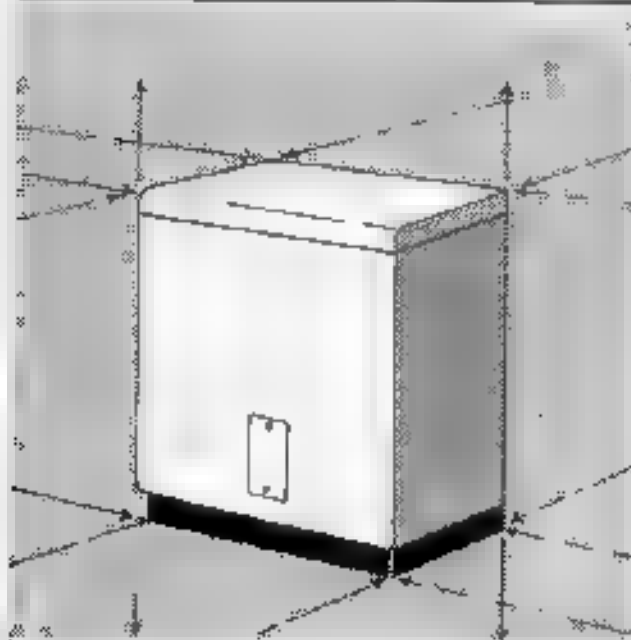
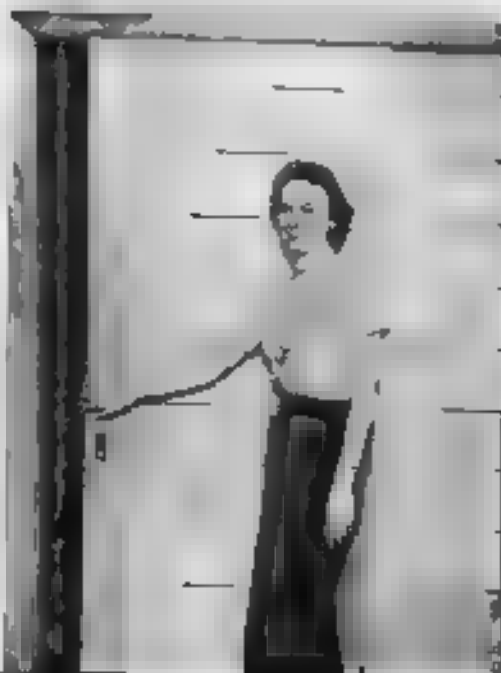
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## Design Challenge . .

(Continued from Page 18)

These are the design challenges of our day. I'm quite confident that unless we ourselves recognize them, no one else will. I'm sure there's nobody

higher standard of living to them— that we are really packaging it up and

going to be derelict—or whether we are going to meet that challenge. And I'm perfectly sure we are not going to meet it except right here.

Mr. Rafter had indicated his will

ment's environment or has that progress been so extremely small as to be scarcely worth mentioning?

A—I'd say that physical results are pleasing, but that weight of procurement per pound gained has been approximately nil. I don't think we are doing much with our resources. I think we are doing less—not because of any lack of interest on the part of the architect, but because architects don't really design these buildings. The clients design them in advance. They say where they are to go—and on that particular street the town has already set the dimensions. And you have to work at least of Sweet's catalog, so there are few variables permitted. I don't blame the architect at all. I think architects have gone through a tremendous educational experience in the last quarter.

But something is going on. At your meeting here are many students from the University of Florida. This is fairly typical of meetings I've attended around the country. I meet students who are keenly interested in how they are going to get somewhere and very eager to take on responsibility right at the student level—where it probably will have to be taken on. I'm very much impressed with these stu-

Once you're a practicing architect, you don't have much opportunity left for research and development or investment of your own time to move ahead, even though you see this would be profitable. What you can do is to develop important relationships with your university. There exists some time, some buildings, some apparatus—with nobody to say you have to please any patron at all.

You, as architects working with your university, could make it possible for your architectural students to carry on such important work as to make really great contributions. Once your research and design group has come to some reasonable conclusions and can make some drawings and models and working experiments—that is the biggest thing of all—they can claim to society. Here's one appa-

reatus; here's a pump; here's a pump.

That's what's happening in my own case. After 30 years of working so hard to meet an arctic environment I suddenly found myself almost useless anywhere to protect radar equipment on our northern perimeter of defense from Greenland to Alaska. Now our structures are up, designed and tested for 310-mile-an-hour winds. At Okinawa two others recently went through 180-mile winds in case of the most severe typhoon ever to hit Okinawa.

So as a result of really going into anticipatory research and development, I find I'm now being called on in emergency to solve some problems. The Government needs to send some buildings to trade fairs around the world—and suddenly discover that unless it does so within 30 days, Russia will move in and we are going to lose Afghanistan. So I get a call: "Can you give us a 100-ft clear span

couldn't have done it in 30 days if I hadn't been working on it for 30

If you as architects will work in your universities to foster your students' research and development work, if you will make this actually a part of your intimate life—you yourselves stating the problems and convince the university that you really mean it, great resources are there which can be put to work. And you may really have some answers when the emergencies come.

B. Where are we going to leave the economy to make the public recognize the value of saving to make our cars smaller, less costly; to make our homes simpler; to make our utilities more economical? How is all this to be attained in a land of plenty?

(Continued on Page 20)

(Continued from Page 47)

A. — I'm impressed with the fact that Volkswagen first appeared primarily as purchases of students. Apparently the vigorous appetite of

— which the younger generation, without the need for an identity with symbols, doesn't feel is necessary. So I feel that is one of the answers. There is an appetite on the part of the new young world for things that work well. I quote you Mr. Emerson's concept that "Saying the most important things in the simplest way is poetry"; and I think as we get over the idea that the things and services we buy must be symbols or propaganda to say we are important because we own or occupy them, we'll begin to enter the larger pattern — as, for instance, we do with our own bodies.

Suppose we had no tongue in our mouths. And somebody came at a tongue salesman. He writes you — for you have no other way of communicating — "Just buy this and stick it in your mouth and you'll be able to do some talking." I don't

their apparatus. The fact is that apparatus — with over a billion atoms — things work so well they become dissolved and subsumed in the totality something greater.

I'm quite sure that as we get a

proper answer to the living problem

whole. We will have lots of time for digging up old cities, for preserving the many buildings which should be preserved, for really holding and feeling the history of — We'll have lots of time and disposition to preserve — a kind of satisfaction for life.

I think the architecture of tomorrow is the architecture of life rather than of death. Rather than being a static kind of architecture, I think we're going to be developing instruments and, as in orchestration, the — is going to come out of the — ability of the instruments themselves. There's a new kind of composition of the great synergistic whole. It's going to be

It has been discovered that what we call "at rest" is simply a chip on the shoulder. Man on the earth's surface is revolving at 5,000 miles per hour and whirling through space at other great speeds. Dr. Einstein showed us that the only means which was tangible at all was the means of the velocity of matter — energy itself, which is radiation — 186,000 miles per second. This is normal

You ask how we are going to adjust ourselves. I'd say any time you stop seeing at 186,000 miles per second, you are going to be quite amazed!

to the normality of barriers, whatever they may be; if he can get on with reality instead of myths. I suggest to you that he's losing nothing, because the things he has deemed reliable simply were not true. Nothing has been destroyed; it never was true — like the law of conservation of parity which just didn't exist. So you give it up; and suddenly there is revealed a whole pattern of great orderliness. I suggest to you that man is going to get on very well; because velocity is still as normal.

B. — What is the trend of contemporary design in Florida — are we more open or what?

A. I'd say the whole of design is opening up. First we were greatly inhibited. Men lived outdoors hunting under adverse conditions and were glad to get into the cave and shut off the outdoors. Gradually they spent less time in the open and began to wear shadings. Then they began to put porches on their houses. And then they put wheels under the porches and went off on the highway. That's what we call the automobile — a piece of the house rolling down the street.

Now we are very open. And with most of the houses it's hard to tell whether you're looking at a landscape scene or whether you're looking at somebody's house. They've got those great windows displaying wares.

I don't think there is too much readable in this trend outside of saying it's quite wonderful how many human beings are able to come to Florida. That is the openness and significance of Florida — that is due course we will learn to do extremely well with all its resources; that there will be great synergism; and that possibly some very new ways of doing things are going to occur here. And that can quite probably be



## Convention Was Host To Local, National VIPs

In addition to the list of distinguished speakers at the Convention's Seminal sessions — R. Buckminster Fuller, Edward Conner, Dr. Arthur C. H. Dent and Maurice E. H. Roberts — the 33rd FFAA conference was honored by a number of other equally distinguished visitors. Among them were those of the AIA's top administrative staff — Louis C. K. Smith, F.A.A., AIA President who is rounding out his second term in that office; E. J. J. Smith, F.A.A., Executive Director of the AIA who is in charge of all AIA administrative activities in Washington; and George J. Olson, AIA Public Relations Coordinator.

President Christen spoke briefly to the Convention during the President's Luncheon on Friday, November 8. He had high praise for both the content and the conduct of the Convention — and seemed particularly impressed with the Red Coats of the committeemen, commenting that he had at first taken the women for members of "The Clearwater Valley Tent Club."

A former top-committeeman of the AIA, Brent Ford, spoke on the conduct of Chapter Affairs at a breakfast conference Friday morning. Though special notice of this event had been sent to all Chapter presidents and committee chairmen, attendance at the affair was disappointingly small. Ford named three things of top importance to progress of any AIA Chapter: A strong local P/B program; a continuous and personal contact of all members with community affairs and personalities; and a consciousness of the overwhelming importance of good design and professional performance.

Samuel W. Cox, F.A.A., greeted the Convention as Regional Director of the AIA; and then Lewis Hines, Mayor of Clearwater, voiced the community's welcome to convention delegates at the Keynote Luncheon on Thursday. Dr. Thomas C. Bannister, F.A.A., spoke at Saturday's luncheon, not to summarize the seminar discussions as originally planned, but to present the background details of the research program — Florida Foundation for Advancement of Building.

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## News & Notes



A check for \$3,000 donated by the Florida South Chapter to the U.F. College of Architecture and Fine Arts is the first of what is planned as a yearly contribution to establish a "Florida South Chapter Architectural Enrichment Fund." The money may be used to augment educational facilities of the College as may be deemed desirable by a committee of the faculty headed by Dean Turpin C. Bassler. F.A.A. Mrs. Dean Bannister, left, receives the check from Waki Snyder, president of the Florida South Chapter.

### Trade Recognition Custom Is Expanding

The practice of architects giving one another recognition for high quality trade craftsmanship is happily growing in our state. A number

of chapters, notably Florida Southern Palm Beach—hold an annual craftsmen awards ceremony. This year And Florida Interoctalis is planning an annual Awards Banquet in honor of outstanding performers in both general and sub-contractor

groups. Details of the event will be published in the January issue.

John North is also backing the idea of honoring outstanding key persons with AIA medals. But a lot of chapters are inclined to practice what has become an actual custom in other sections of awarding Citations of Design Excellence to excellent architects and owners of buildings.

### Broward To Be Hosts For 44th Convention

It is now John Broward County President Nicolas T. Krimmstein will name a convention committee to represent the Chapter as hosts to the 44th Annual F.A.A. Convention, the site for which will again be a Miami Beach hotel. The more quick to the AIA convention was dictated by the need for larger convention quarters as a result of the great expansion in convention activity in the last two years.

The Broward County Chapter will be the first to operate a convention hotel under the new streamlined method of conducting conventions

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now being planned. Responsibilities for detailed conduct of the convention will rest on the A.A.C. committee Committee and the Faculty. Deceber office is meant that the new architects of a new chapter will be freed of most operating details.

### Dees Are Overdue Again

Though the record of payment of PAA dues is above the average for the year PAA requires 3 years' continuous dues to obtain a substantial amount of 45% first time Chapter dues. In 1974 for co-operation in getting all dues in so on and it will show to others.

### New Offices

A. Roderic Buchanan, Jr., for north school architect for Florida County announces the opening of his own professional office at 555 Arlington Road, Jacksonville, Florida. He is a graduate of the University of Florida and has been in the architectural office for the general services of architecture at 401 Palmyra Road, Orlando. He was formerly chief of the architectural department of the Aeroflex General Corp. in Winter Park.

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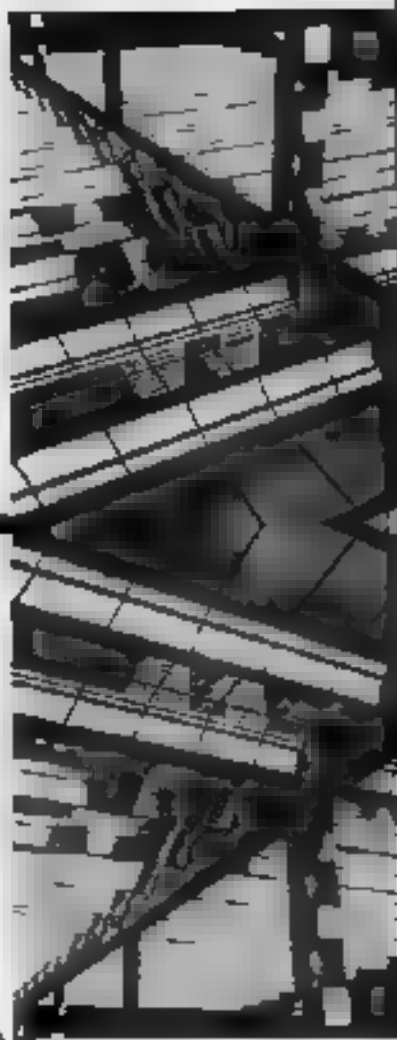
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## The Students' Own Column

By LOUIS C. GEORGE

The Student Chapter and their Associates of the A. A. were hosts at the breakfast which began at 8:00 a.m. Saturday, November 5, '79. It was held at the Saville Room at the Fort Harrison Hotel. A clean-water and hot-air environment was filled before special necessitating use of the lobby to accommodate all guests who attended.

The program began with an introduction of the panel and then reports by Campus F. Johnson, and T. Johnson presented a small history of the birth of the Architect in Training Program and a preliminary introduction of the system was given by David R. Carney. A number of the student panel were Roy A. P. Johnson who presented the news of the employee in relation to the program. Thomas P. Doherty presented the views of the candidate-examiner as Participant, who presented the views of the candidate-educator that is program in relation to the program. Johnson presented the use of the documents contained in the program and Richard D. Carney who outlined the steps to be followed in the participation of this program for the candidate.

Faculty members of the University of Florida and other guests at the breakfast were very sympathetic to the students. They too joined this breakfast and the other discussions of the Architect in Training Program a long success in the right direction.

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As students go from 6th to 7th grade, they will find the book *How to Succeed in School Without Really Studying* by Thomas M. Dixon, Jr. a valuable resource. This book is a collection of tips and tricks that will help students succeed in school without really studying. It is a great resource for students who are looking for a way to succeed in school without really studying.

to the life of November and  
of unrequited affections and  
deaths were in the architecture  
found. It was thus on the morning  
of the 24th when R. Parker  
came on the scene. The afflu-  
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not withstanding he and  
his physician partner have suc-  
ceeded in making the world  
more prosperous.

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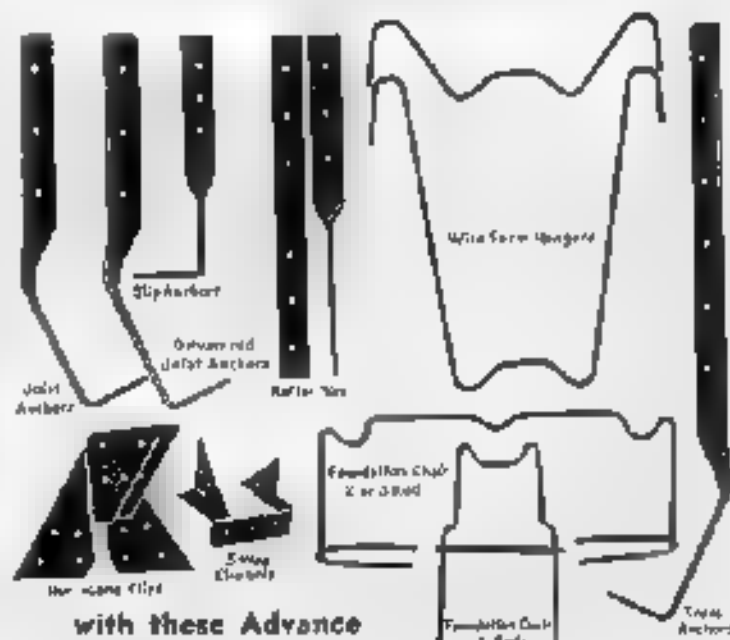
As a little started his visit with me, he told me he was an Englishman from Montreal, Quebec, the

It held an audience of well over 100 for three and a half hours. The day during the week in spent time morning and afternoon lecturing on the design of the architecture building. We discussed everything we could learn about in the time. Student team building to which architects as well as students are invited. The lecture got under way about 8:30 a.m. and ended at 1:15 p.m. a whole lot of time and energy were spent in the Architecture building we are all still confident of the quality of the meeting. A great and enthusiastic group of students showed up for a full day of hard work.

So much thick able wit to  
 be in the first of the six chapters to  
 be apprehended: designed and de-  
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 into a rock and will not stand well.

The next day he will be Max Abramowitz of Hartford and again it is to New York City where will be at the travel of from October 2nd through November 6th. We are all Mr. Abramowitz will prove interesting and we are equally looking forward to it.

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## Chalk-talk by Rotival Interesting Highlight Of Planning Seminar

IF not of their courage and understanding each speaker gave up over the force of politics at city, state and state levels, possibilities in our communities for a better future would be almost without merit. That was the main theme of A. Arthur L. H. Rotival's discussion of Planning at the 43rd F.A.A. Convention Seminar, Tampa, after noon, November 5th. The experienced consultant, whose talent for bringing out dreams and economic realities has been demonstrated all over the world, held a record-breaking seminar audience (over 100) as he chalk-talked his seminar. But his own ideas can come down only if the hearer has heart to do so.

Florida cities are still young enough to have a "best-kept chance" to avoid the urban pressures Rotival faced in Caracas, he pointed out. In that South American city dynamite was used to clear out the tangled mess of construction. Rotival also in the climate and the "overall environment" to provide redevelopment of her communities using sites of better, more efficient design. But Miami, he speaker said, was well along in what he called a "concerning growth" with an increasing of ill.

Throughout his heady talk, Rotival mixed emotion with example. He pointed out that planning is difficult at best because the city is not a "case study" and a "living organism." The urban patterns "pattern" of American cities today, Rotival said, "are not only of American life, but the purpose of government is worth fighting many factors to obtain, including our own women who are trying to make it to hold on to the past."

The speaker summarized the planning process as the job of finding the middle spots, diagnosing the ill, setting objectives for improvement, selecting solutions to accomplish an objective program and effective action to get going. Rotival warned about "ignoring the people" instead of organizing the community facilities which can bring more order and enjoyment to people.

THE FLORIDA ARCHITECT





Maurice S. H. Batist, AIA, International planning consultant and seminar speaker on the Challenge in Planning.

He cautioned his listeners also about forcing ideas of planning on any community. He advised them to get someone else to sponsor the planning activity. "The genius of the planner is the thesis," he said. "If your name appears as a planner, you're doomed."

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## Producers' Council Program

Anthony L. Pollara, AIA, Awards Chairman for the 43rd Annual FAA Convention and member of the Tampa Architectural Firm of Pollara, Bowen and Watson, presents the FAA's traditional Exhibit Award to Bob Saffell, head of Arcadia Metal Products' Southeastern Branch, with of whom is Miami. The award is in the form of an engraved stainless steel plaque, and it is given yearly by the FAA Convention Committee to the product exhibit judged top in display and educational character.



### Arcadia Metal Products Wins Convention Award

One of the most recent additions to the Miami Chapter's membership roster walked off with top display honors at the Building Products Exhibit which formed an important technical backdrop for the 43rd Annual FAA Convention at Clearwater last month. Bob Saffell, head of Arcadia Metal Products' Southeastern Branch, was completely surprised, but understandably pleased, to learn his display had been judged as top of the exhibit which included 62 booths.

Products and services of more than 65 companies were represented in the exhibit. The award, now a traditional custom of the annual Convention of the FAA, is selected on the basis of "Excellence of display, educational emphasis and character of representation."

### Annual Joint Meeting Of Chapters Proposed

It has been suggested to Miami Chapter President FRED W. CONNELL that the two Florida Chapters of the Producers' Council plan for a yearly joint meeting to coincide with the Annual Convention of the FAA. This, in effect, would make possible

a "convention" of Florida members of the Producers' Council, to echo on a state-wide basis the gathering of the National Producers' Council in conjunction with national AIA annual conventions.

Connell said he believed the idea had merit and many possibilities for achieving a closer liaison between practicing architects and product representatives of nationally recognized organizations. He indicated he would bring the subject before the executive board of the Miami Chapter, and if the idea were approved in principle by that body, would suggest acceptance also by the Jacksonville Chapter.

It was pointed out that such a joint annual meeting would enable members of both Producers' Council chapters to discuss, on a local, state-wide basis, such matters as regional promotion activities, technical selling problems particular to the Florida region and methods to ensure better cooperation between various sales offices. It would also give representatives opportunity to meet many of the State's top-ranking architects at first hand. Coupled with these points was the possibility of developing better exhibits at lower costs through cooperative participation.



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Curtain Wall by Ludman  
Architect: Robert M. Little, Miami, Fla.  
Contractor: Fred Howard, Miami, Fla.

## the architect's vision sets the pace for the future...

*by Lawrence Field*

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